

Amendments to the Claims

1. (Currently Amended) A method for providing a tailored media content comprising:

analyzing a subscriber attribute in a subscriber database, wherein said subscriber database comprises a media-content-access history of said subscriber;

identifying unfulfilled subscriber demand based on said subscriber attribute; and

in response to determining that an existing media-content offering does not meet subscriber demand, developing a new media-content offering from previously unavailable media-content based on said subscriber attribute; ~~wherein said subscriber attribute comprises a demographic measure of said subscriber; and~~

~~delivering said media-content offering to said subscriber.~~

2. (Previously presented) The method of Claim 1, wherein said attribute further comprises a purchase history of said subscriber.

3. (Currently Amended) The method of Claim 1, wherein said media-content-access history comprises a ~~subscriber content-choice database~~ demographic measure and wherein the method further comprises:

pricing said new media-content offering; and

delivering said new media-content offering to said subscriber.

4. (Original) The method of Claim 1, wherein said media-content-access history comprises a subscriber content-choice database.

5. (Currently amended) The method of Claim 1, wherein said step of identifying unfulfilled subscriber demand ~~developing said media-content offering~~ comprises analyzing an existing media-content offering.

6. (Currently Amended) The method of Claim 3 4, wherein said step of delivering said new media-content offering comprises delivering a previously unavailable television program.

7. (Currently Amended) The method of Claim 3 4, wherein said step of delivering said new media-content offering comprises delivering a previously unavailable television-programming package.

8. (Currently Amended) The method of Claim 3 4, wherein said step of pricing said new media-content offering ~~developing said media-content offering~~ comprises setting a price for said new media-content offering based on a cost to develop said new media-content offering.

9. (Currently Amended) The method of Claim 1, further comprising in response to determining that said existing media-content offering meets subscriber demand, developing a direct marketing campaign complementary to said existing media-content offering whereby subscribers are directed to the existing offering.

10. (Currently Amended) The method of Claim 1, further comprising developing an incentive plan complementary to at least one of said existing media-content offering and said new media-content offering.

11. (Currently Amended) The method of Claim 1, further comprising creating a marketing bundle, wherein said marketing bundle comprises at least one of said existing media-content offering a product and said new media-content offering of a product and wherein the marketing bundle is created based on at least one of the following indirect methods of determining at least one of popularity of programming and effectiveness of advertising:

focus group tests;

post-advertising surveys; and

measures of product purchases.

12. (Currently Amended) A computer-readable medium on which is encoded computer program code for providing a tailored media-content offering comprising:

computer program code for analyzing a subscriber attribute in a subscriber database, wherein said subscriber database comprises a media-content-access history of said subscriber;

computer program code for identifying unfulfilled subscriber demand based on said subscriber attribute; and

computer program code for in response to determining that an existing media-content offering does not meet subscriber demand, developing a new media-content offering

from previously unavailable media-content based on said subscriber attribute wherein said subscriber attribute comprises a demographic measure of said subscriber; and

computer program code for delivering said media-content offering to said subscriber.

13. (Currently Amended) The computer-readable medium of Claim 12, further comprising program code for developing a direct marketing campaign complementary to at least one of said existing media-content offering and said new media-content offering.

14. (Currently Amended) The computer-readable medium of Claim 12, further comprising program code for developing an incentive plan complementary to at least one of said existing media-content offering and said new media-content offering.

15. (Current Amended) The computer-readable medium of Claim 12, further comprising program code for creating a marketing bundle, wherein said marketing bundle comprises at least one of said existing media-content offering a product and said new media-content offering of a product and wherein the marketing bundle is created based on at least one of the following indirect methods of determining at least one of popularity of programming and effectiveness of advertising:

focus group tests;

post-advertising surveys; and

measures of product purchases.

16. (Currently Amended) A system for providing a tailored media-content offering comprising:

a subscriber database, wherein said subscriber database comprises:

an attribute of a subscriber, wherein said attribute comprises a demographic measure of said subscriber, and

a media-content-access history of said subscriber

a data analyzer electronically connected to said subscriber database and operative to identify unfulfilled subscriber demand based on said subscriber attribute; and

in response to determining that an existing media-content offering does not meet subscriber demand, develop a new media-content offering from previously unavailable media-content based on said subscriber attribute; and

a media-content offering distribution server.

17. (Previously presented) The system of Claim 16, wherein said attribute further comprises a purchase history of said subscriber.

18. (Cancelled)

19. (Original) The system of Claim 16, wherein said media-content-access history comprises a subscriber content-choice database.

20. (Currently Amended) The system of Claim 16, wherein said ~~step said~~ new media-content offering comprises a television-programming package previously unavailable to said subscriber.